IN THE CLAIMS:

Please amend Claims 1, 8 to 13, and 25 as shown below.

1. (Currently Amended) An Internet DTV system comprising:

a digital broadcast station that broadcasts a <u>first</u> program by using a

well-known broadcast radio wave;

a ~~commercial~~ <u>content management</u> server provided on the Internet that

~~holds a content management server, managing or delivering~~ <u>manages and delivers</u> second

programs ~~and sponsor commercials;~~ and

<u>a commercial server including commercial contents of said second</u>

<u>programs; and</u>

a terminal, provided on an audience side, that receives a digital broadcast

and accesses the Internet,

wherein said broadcast station comprises:

broadcasting means for broadcasting information described in a

predetermined format specifying ~~the~~ <u>said first</u> program, display of a second program to be

selected by an audience, address information indicating a location of content upon selection

of said second program, and a sponsor of said <u>first</u> program,

and wherein said terminal comprises:

receiving means for receiving information from said broadcast station;

access means for accessing the Internet;

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first output means for combining the received first program with said

second program in accordance with a received description and outputting the combined

program to a predetermined display device;

input means for inputting designation information from an operator;

request means for, if an input designation is related to said second program,

accessing said content management server by said access means by using a described URL

for said second program, notifying information to specify said sponsor of said first

program, and issuing a request for transfer of said content; and

second output means for outputting the content received from said content

management server to said display device,

wherein said content management server comprises:

request means for requesting commercial content from said commercial

server; and

combining means for combining the commercial content sent from said

commercial server with the content requested by said terminal and transmitting the

information to said terminal, and

wherein said commercial server comprises:

a database that holds commercial contents; and

searching means for searching for a corresponding commercial content from

said database based on said information specifying said sponsor of said first program

requested from said content management server and information determining the

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combination of said sponsor <u>of said first program</u> and the commercial content of said

second program, and notifying the commercial content to said content management server.

2. (Original) The Internet DTV system according to claim 1, wherein said

terminal further comprises:

an MPEG2 decoder for a digital broadcast;

means for interpreting a BIFS description as a scene description; and

means for decoding MPEG4 data from said content management server.

3. (Original) The Internet DTV system according to claim 1, wherein said

terminal has a form of set top box connected to a television receiver owned by the

audience.

4. to 7. (Canceled)

8. (Currently Amended) A terminal having an Internet access function,

provided on an audience side, for receiving <u>a first program from</u> a digital broadcast <u>station</u>

and outputting a ~~video signal~~ <u>content</u> to a predetermined display device, comprising:

receiving means for receiving information <u>specifying a sponsor of said first</u>

<u>program</u> from a broadcast station;

access means for accessing the Internet;

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first output means for combining ~~a received~~ <u>said first</u> program with a second

program in accordance with a received description, and outputting the <u>combined</u> program

to said predetermined display device;

input means for inputting designation information from an operator;

request means for, if an input designation is related to said second program,

accessing a content management server by said access means by using a described URL for

said second program, notifying information to specify [[a]] <u>said</u> sponsor <u>of said first</u>

<u>program,</u> and issuing a request for transfer of a content of said second program and a

commercial content; and

second output means for outputting content received from said content

management server to said <u>predetermined</u> display device,

wherein said commercial content is determined based on said information

specifying said sponsor <u>of said first program</u> and information determining a combination of

said sponsor <u>of said first program</u> and the commercial content of said second program.

9. (Currently Amended) A control method for a terminal having an Internet

access function, provided on an audience side, for receiving <u>a first program from</u> a digital

broadcast <u>station</u> and outputting a ~~video signal~~ <u>content</u> to a predetermined display device,

comprising:

a receiving step of receiving information <u>specifying a sponsor of said first</u>

<u>program</u> from a broadcast station;

an accessing step of accessing the Internet;

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a first output step of combining a received said first program with a second program in accordance with a received description, and outputting the combined program to said predetermined display device;

an input step of inputting designation information from an operator;

a request step of, if an input designation is related to said second program, accessing a content management server by said access step by using a described URL for said second program, notifying information to specify [[a]] said sponsor of said first program, and issuing a request for transfer of a content of said second program and a commercial content; and

a second output step of outputting content received from said content management server to said predetermined display device,

wherein said commercial content is determined based on said information specifying said sponsor of said first program and information determining a combination of said sponsor of said first program and the commercial content of said second program.

10. (Currently Amended) A computer-readable storage medium on which is stored a computer-executable program that functions as a terminal having an Internet access function, provided on an audience side, for receiving a first program from a digital broadcast and outputting a video signal content to a predetermined display device, wherein said computer-executable program comprises computer code to execute the steps of:

a receiving step of receiving information specifying a sponsor of said first program from a broadcast station;

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an access step of accessing the Internet;

a first output step of combining ~~a received~~ said first program with a second program in accordance with a received description, and outputting the combined program to said predetermined display device;

an input step of inputting designation information from an operator;

a request step of, if an input designation is related to said second program, accessing a content management server by said access step by using a described URL for said second program, notifying information to specify [[a]] said sponsor of said first program, and issuing a request for transfer of a content of said second program and a commercial content; and

a second output step of outputting content received from said content management server to said predetermined display device,

wherein said commercial content is determined based on said information specifying said sponsor of said first program and information determining a combination of said sponsor of said first program and the commercial content of said second program.

11. (Currently Amended) A content management server for transferring a content in response to a request from a terminal having an Internet access function, where said terminal is provided on an audience side, ~~for receiving~~ receives a digital broadcast including a first program from a digital broadcast station and ~~outputting~~ outputs a video signal to a predetermined display device, comprising:

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a second program content database that holds and manages contents the

second program;

first reception means for receiving, from said terminal, information

specifying content the second program and information specifying a sponsor of the first

program which has been received by from said terminal from said digital broadcast station;

second reception means for, based on the information specifying the sponsor

of the first program received by said first reception means and information determining a

combination of said sponsor of the first program and a commercial content of [[a]]

the second program, requesting transfer of commercial content corresponding to the

sponsor from a predetermined commercial server provided on the Internet, and receiving

the commercial content; and

transmission means for extracting the content second program requested

from said terminal, from said database, combining the content second program with the

commercial content received by said second reception means, and transmitting the

combined content to said terminal.

12. (Currently Amended) A control method for a content management

server for transferring a content in response to a request from a terminal having an Internet

access function, where said terminal is provided on an audience side, for receiving receives

a digital broadcast including a first program from a digital broadcast station and outputting

outputs a video signal to a predetermined display device, comprising:

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managing ~~contents in a content~~ the second program in a second program

database;

a first reception step of receiving, from said terminal, information

specifying ~~content~~ the second program and information specifying a sponsor of the first

program which has been received by ~~from~~ said terminal from said digital broadcast station;

a second reception step of, based on the information specifying the sponsor

of the first program received at said first reception step and information determining a

combination of said sponsor of the first program and a commercial content of [[a]] the

second program, requesting transfer of commercial content ~~corresponding to the sponsor~~

from a predetermined commercial server provided on the Internet, and receiving the

commercial content; and

a transmission step of extracting the ~~content~~ second program requested from

said terminal, from said database, combining the ~~content~~ second program with the

commercial content received at said second reception step, and transmitting the combined

content to said terminal.

13. (Currently Amended) A computer-readable storage medium on which

is stored a computer-executable program for a content management server for transferring

content in response to a request from a terminal having an Internet access function, where

said terminal is provided on an audience side, ~~for receiving~~ receives a digital broadcast

including a first program from a digital broadcast station and ~~outputting~~ outputs a video

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signal to a predetermined display device, wherein said program including comprised

computer code to execute the steps of:

managing ~~contents in a content~~ the second program in a second program

database;

a first reception step of receiving, from said terminal, information

specifying ~~content~~ the second program and information specifying a sponsor of the first

program which has been received by ~~from~~ said terminal from said digital broadcast station;

a second reception step of, based on the information specifying the sponsor

of the first program received at said first reception step and information determining a

combination of said sponsor of the first program and a commercial content of [[a]] the

second program, requesting transfer of commercial content ~~corresponding to the sponsor~~

from a predetermined commercial server provided on the Internet, and receiving the

commercial content; and

a transmission step of extracting the ~~content~~ second program requested from

said terminal, from said database, combining the ~~content~~ second program with the

commercial content received at said second reception step, and transmitting the combined

content to said terminal.

14. to 24. (Canceled)

25. (Currently Amended) A display device comprising:

receiving means for receiving first and second programs;

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display means for displaying the first and second programs in parallel; and

display control means for displaying a commercial content of the second

program determined based on information specifying a sponsor of the first program and

information designating a combination of the sponsor of the first program and a

commercial content of the second program.

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